

## **Job Description: Programme Adviser – Engagement, Council Housebuilding Support**

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<b>Reports to:</b>	<b>Programme Manager – Council Housebuilding Support</b>
<b>Directorate/team:</b>	<b>Partnerships &amp; Improvement Directorate – Council Housebuilding Support</b>
<b>Grade:</b>	<b>Grade 5</b>
<b>Position:</b>	<b>1-year Fixed Term</b>
<b>Location:</b>	<b>Home based</b>

### **Background:**

The government is committed to delivering 1.5m homes in this parliament and local authorities have a pivotal role to play in contributing to these ambitions. However, with a decline in council housebuilding in recent years, councils need targeted support to accelerate delivery of new council homes.

To address this the government is committed to restoring capacity in councils to deliver new homes, and is working closely with the Local Government Association and other partners to develop a comprehensive support package. This initiative aims to restore councils management capabilities, enhance skills, and build long-term capacity to sustain a robust pipeline of council housebuilding.

### **Job Purpose:**

Reporting to the Programme Manager, this post is responsible for devising, planning and managing stakeholder engagement strategies and actions to support this sector support programme to engage effectively with councils and deliver appropriate support. In addition, this post will support the Programme Manager to put effective programme management systems and processes in place, and to assist with collation of benchmarking and reporting data to support performance management of the programme.

**Core accountabilities:**

1. Support the development and delivery of the council housebuilding support activity to help councils meet their challenges and priority outcomes, and advocate and promote the needs of the sector.
2. Develop and maintain suitable strategies, plans and activities to inform the design, development, and delivery of the Council Housebuilding Support programme, including Communication and Engagement Strategies, and co-ordinate their implementation;
3. Work to maintain a positive reputation for the LGA with local authorities, central government, partners, and stakeholders.
4. Lead specific projects as directed by the Programme Manager or Head of Programme.
5. Work as part of a team, contributing towards building a culture of flexible and collaborative team working to ensure that the LGA meets its business objectives and responds effectively to new or changing requirements.
6. Maintain a culture of curiosity, learning, and continuous improvement, underpinned by effective performance management and monitoring.
7. Model the LGA's values and work in accordance with health and safety, equal opportunities and environmental policies.
8. Undertake any other duties and responsibilities appropriate to the post.

**Specific Accountabilities:**

9. Develop/maintain a Council Housebuilding Support Communications and Engagement Strategy; use this strategy to implement communications and engagement plans and activities for the programme;
10. Undertake stakeholder analysis, and review and analyse communications and engagement data to ensure the programme is reaching key stakeholders effectively.
11. Ensure that communications and engagement approaches and activities are aligned to the overall aims, objectives, and delivery timescales of the Council Housebuilding Support programme;
12. Develop and maintain a library of project case studies to share successes and learning with key stakeholders; draft and update web copy; liaise with the LGA and MHCLG Communications teams to publish agreed information (and others partners as required, e.g. Homes England);
13. Produce and maintain presentations for use by all working within the programme, that offer professional and consistent messages about the programme; draw on data and information to create infographics and support promotional, reporting activities etc.
14. Ensure a consistent language and programme 'voice'. Act as the lead for any prospectus development and design; draft guides, toolkits and other such support materials; draft and co-ordinate letter templates and the like for use across the programme.
15. Develop and manage events, briefings and meetings that positively promote council housebuilding approaches and the work of the programme; enable best practise to be shared across the programme, projects, Local Authorities and the wider public sector as appropriate. Identify and organise communications and events opportunities, e.g. roundtables, policy discussions, workshops etc.
16. Respond to information requests from key stakeholders in a timely, consistent, and effective manner.

17. Support the Head of Programme and Programme Manager to ensure appropriate management information supports overall programme management and decision making, including enabling boards and other governance forums to function effectively. This will include creating dashboards, drafting topic specific papers and reports, and ensuring complex information is presented clearly.
18. Focus on continuous improvement: undertake research and gather intelligence to drive continuous improvement of the programme; encourage, recognise, and share innovative ideas from a diverse range of colleagues and stakeholders; share findings and insight across the programme;
19. Be accountable for own development: receptive to constructive challenge and feedback, enthusiastic to learn, innovate, grow skills, experience, and technical knowledge.

**Relevant Contacts:**

**LGA**

Principal Advisors and their regional teams  
 Programme Heads, PGO's, Policy and Communications teams  
 Corporate heads (finance, HR, IT etc)

**Local Partnerships**

**Local Authorities**

Directors, Heads of Service, operational roles

**MHCLG**

Senior policy leads,

**Homes England**

**Others**

Professional bodies, regulatory bodies, senior figures in the private and voluntary sectors

**Person Specification: Programme Adviser – Engagement, Council Housebuilding Support**

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent.</li> <li>• Desirable - a project or programme management qualification, such as APMP, MSP, PRINCE 2 or equivalent.</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• A broad understanding of local government, its roles, structures and relationships.</li> <li>• An understanding of social housing and/or housing delivery</li> <li>• An understanding and experience of project / programme focused communications and stakeholder engagement.</li> <li>• Demonstrable experience of developing and implementing communication strategies and action plans.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of researching and analysing information from a range of sources and of compiling clear, comprehensive papers.</li> <li>• Experience of managing a complex workload, preparing plans, meeting deadlines and milestones.</li> <li>• Experience working on complex programmes, with a high level of public scrutiny.</li> <li>• Experience of working on programmes and/or complex projects related to housing, regeneration, economic growth or similar is beneficial.</li> </ul>
<p><b>Skills and abilities</b></p>	<ul style="list-style-type: none"> <li>• Excellent written skills, with the ability to accurately summarise and convey complex information, and able to tailor writing style and ‘tone of voice’.</li> <li>• Ability to utilise a variety of communications tools, techniques and channels (developing communications grids, utilising social media and new technologies etc).</li> <li>• Excellent oral and influencing skills, with the ability to give clear advice on programme issues.</li> <li>• Experience of producing presentations, reports, and briefings.</li> <li>• Experience of successfully deploying project and programme systems, processes and protocols</li> <li>• Excellent interpersonal skills, with the ability to deal with partners, colleagues and stakeholders with courtesy, tact and sensitivity, and to flex style to deal with a diverse range of stakeholders.</li> <li>• Political sensitivity, with the ability to exercise discretion, judgement and confidentiality when dealing with politicians and officers at every level, and to demonstrate political neutrality at all times.</li> <li>• Excellent organisational skills, with the ability to prioritise work to meet deadlines, and a concern for order and accuracy</li> <li>• Excellent IT skills, including Word, Excel and PowerPoint with the ability quickly to learn new packages as required.</li> <li>• Ability to work as part of a team and to support others; remaining open-minded and impartial in discussions, respecting and encouraging the diverse interests and opinions of others.</li> <li>• Flexible approach to work, with a keenness to adapt to meet changing work requirements and a positive, “can do” attitude.</li> </ul>